

The logo features the word "VERB" in a bold, sans-serif font inside a metallic, oval-shaped frame. Below it, the word "Crossover" is written in a large, stylized, graffiti-like font with sharp, jagged edges. The entire logo is set against a background of a basketball hoop and a basketball, with motion lines suggesting a shot in progress.

VERB Crossover

This Action Pack contains everything you need, from information to ideas, to launch the VERB Crossover program in your school. Just combine basketball with other sports and activities to create cool Crossover combinations that your students will love. VERB motivates kids to get active!

**PART BASKETBALL. PART ANYTHING.
IT'S YOUR SHOT.**

Turn to the back cover to see how easy it is to apply for a \$1,000 grant to support your school's physical education program.

GET THE BALL ROLLING

Your students are among two million kids across the country participating in the VERB™ Crossover promotional program. Our goal is to get kids dribbling, passing, and shooting, combining these skills with a variety of sports and activities, to score more than 10 million hours of activity. And it all starts with this Action Pack.

The Action Pack contains all you need to motivate your students to do their part: getting active and having fun.

There are ideas for VERB Crossover games, along with room for student invention. Consider this guide a starting point or an all-inclusive script. You can follow the plan exactly, or tailor the ideas and activities to suit your schedule or your students' needs.

There's more than one way to encourage your students to create a game and get active!

HERE'S YOUR STARTING LINE-UP

Look for the following items enclosed:

- The Roster** — all the elements of the program, pages 2-3.
- Crossover Games** — activities and ideas to motivate students to get active, pages 4-5.
- Team Spirit** — maintain student excitement with reproducible PA Announcements and Newsletter Clips for parents and students, page 6.
- VERB Scoreboard** — students track their activity hours on this reproducible tally sheet, page 7.
- Rebound** — earn a chance to win a \$1,000 grant for your school with the Grant Application form, page 8.

What are ViRTS™?



ViRTS are virtual characters that run on kids' energy. Your kids can create one at VERBnow.com, and then keep it energized by recording all the games they play. ViRTS can't move unless kids do, so make sure you keep your kids moving. ViRTS don't like sitting around.

Keep their eyes on the ball with these interactive elements:

- VERB Posters** — hang VERB Crossover posters in school hallways and the gym to generate excitement.
- VERB Crossover Combiners** — one for the teacher to decide on group games, and one for each student to generate VERB Crossover games randomly at school or at home. Turn the wheel and invent your own fun activity.
- VERB Bracket Poster** — display this laminated poster in the gym and track your class competitions. It's reusable, so you can keep up the competition even after the VERB Crossover promotional program ends.
- VERB Crossover Bracelets** — distribute to students prior to the beginning of the program to pump up the fun!
- VERB Inflatable Basketballs** — use in the classroom, for indoor games, or during an assembly.
- VERB Cloth Wristbands** — distribute at the beginning or during the program as an additional prize for selected students...for example, to the most creative game inventor or the most spirited Crossover player.
- Team VERB Certificates** — hand out at the end of the program to each of your "Crossover Pros." They're now a member of our team!

GET IN THE GAME

READY!

Generate excitement for your VERB Crossover program before you kick it off:

- Hang VERB **Posters** in high traffic areas around your school.
- Send a **Parent Letter** home with each of your participating students.
- Get students excited by posing questions in class or on the school or gym bulletin board about the VERB Crossover program. Always sign off with "**VERB Crossover. Part Basketball. Part Anything. It's Your Shot.**"

Sample Questions:

How would you combine basketball and baseball? Or basketball and jump rope?

What's your favorite sport or activity and how would you "cross" it over with basketball?

- Publish a note about the VERB Crossover program in your school newsletter or parent flyer. Use the reproducible **Student** and **Parent Newsletter Clips** on page 6 of this Action Pack.

Kick off the program and create excitement with a **student assembly**. Introduce VERB™ Crossover games during the event and ask students to demonstrate. You may want to use the enclosed **VERB Inflatable Basketballs** for this event. And hand out the **VERB Bracelets** to participating students and ask them to wear them over the next several weeks to demonstrate their commitment to getting active.

- Get students into the game by reading the prepared **PA Announcements** from page 6 over your school's intercom system. Or, have students create their own announcements.
- Be sure to distribute **VERB Bracelets** to each participating student, if they weren't handed out at a kickoff assembly.
- Distribute **VERB Crossover Combiners**. Students can use their personal VERB Crossover Combiners to decide which game they'll play or invent new VERB Crossover combinations of their own during the program.
- Hang the **VERB Bracket Poster** in the gym or near your classroom. This dry-erase bracket will allow teachers to hold VERB Crossover game competitions and playoffs. Talk about the games and have students predict which one will beat all the rest. Students will play their favorites over the course of the program and vote for their winning/favorite game. Ask a student to record the results on the bracket each day or week.
- Copy and hand out a **VERB Scoreboard** to each student so he or she can record individual points or hours of activity on their personal scoreboard.
- Teachers — you too can use the Scoreboard to keep an estimate of the hours of activity driven by the VERB Crossover program. This will help **your school compete for a \$1,000 grant and your School District will be considered for a \$5,000 grant!** (See Grant Application form on the back page of this Action Pack.)
- Invite students to visit VERBnow.com to invent their own **ViRT™**. These fun virtual characters can be customized by your students and used to record the two games they combined each day.

While you motivate your students to get active, empower them to decide just how they'll do it. It's easy for them to have fun being active with the VERB Crossover program and tools in this kit.

VERB Crossover Combiners: Just turn and go! Need a new activity idea? Turn the wheel and find a cool way to mix basketball and a favorite activity or sport. Or, choose Go Wild and create your own VERB Crossover activity.



- Teachers – You can use your VERB Crossover Combiner to choose a game your whole class can play at recess, in gym class, or during a classroom study break. Make it a group decision, or invite a student to take a turn of the wheel.
- Have students use their own VERB Crossover Combiners to choose an activity for the class to do. Land on Go Wild and let student invention run wild!
- After the class has played several activities, have students vote on their favorite. That VERB Crossover game goes in the first bracket, top line. Continue until all your outside bracket spaces are filled in (8 total).
- Continue playing the VERB Crossover games in the bracket, voting on favorites and recording the results. The favorite game or activity moves on to the next round until you have a VERB Crossover “Champion Game.”
- At the end of every class, have students find a partner and work together to select the VERB Crossover game they want to play during recess or after school. Don't forget to ask them to fill out their Scoreboard with their “points” or hours of activity.
- Or, hold an after-school VERB Crossover event, allowing students who attend to create their own activities by using their VERB Crossover Combiners. Invite parents and teachers to participate, too.

KEEP GOING!

Set up friendly class vs. class or grade vs. grade VERB Crossover competitions. Keep track of results on your **VERB Bracket Poster** and announce them over the PA.

- Collect student **VERB Scoreboards** at the end of the program. Who had the most activity points for the program? Recognize them individually or as classes.
- Hand out the **VERB Cloth Wristbands** throughout the program to the “most creative” student or wait until the end of the program to award the “most spirited” student or the persons with the most cumulative points or hours of activity outside class. Or, you choose the recipients anyway you want.
- **Team VERB Certificates** recognize your students' success. One for every participating student is enclosed in your kit. Distribute them to all your Crossover Pros at the end of the program.
- Take a few minutes to answer eight short questions about your school's experience with the VERB Crossover program and you could be one of 20 grant winners! And, your grant entry can also help your School District win a \$5,000 grant. See the **Grant Application** on the back page of this Action Pack.

Questions?

Call the Kaleidoscope Education Support Group program hotline at **1-800-331-9218** Monday through Friday, between 8 a.m. and 5 p.m. EST.

Complete the Grant Application on the back cover of this Action Pack and submit it. You could win a \$1,000 grant for your school and help your School District win a \$5,000 grant!

VERB™ CROSSOVER ACTIVITIES

Kick off the program with individual class or grades 4-8 pep rally or assembly.

- Introduce the VERB Crossover promotional program.
- Share your school's goals for the program, such as hours of incremental activity, creating new games and activities, having fun!
- Tell your students when and how they can get involved.
- Hand out a VERB Crossover Bracelet, VERB Crossover Combiner and VERB Scoreboard sheet to each participating student.
- Let the students and faculty know you'll need an estimate of hours of physical activity everyone does, to be considered for the \$1,000 school grant and \$5,000 School District grant.

Basketball + Baseball = Baseketball

Place four "bases" around the basketball court. The batter is the same as a passer in Basketball. Pass or throw the basketball as far as you can, all the way to the outfield, run the bases before the opposing team member catches the ball and makes a basket. First team to score gets the point.

Basketball + Kickball = Baskickball

Pick up a kickball and head to the court. Play regulation basketball with kickball skills, which means you use a kickball and can't use your hands. Kick the ball to your teammates instead of passing. See if anyone can kick the ball high enough to make a basket. Use a lower basket for higher scores.

Basketball + Badminton = Birdbasket Ball

Don't be a birdbrain, basketball's a whole new game when using a racket and birdie! Volley with your teammates, avoiding interference from opponents' rackets. Keep it under control and you'll shoot the birdie through the hoop for the regulation 2 points.

Basketball + Hoop = Hoop It Up

Your ball is a basketball, your basket is a hoop that moves. Have two players hold the hoop flat, like the rim of a basket. You can't control these human hoops. They run around the court as much as you do! If you can get close enough, shoot through the hoop to score.

Basketball + Football = End Zone Hoops

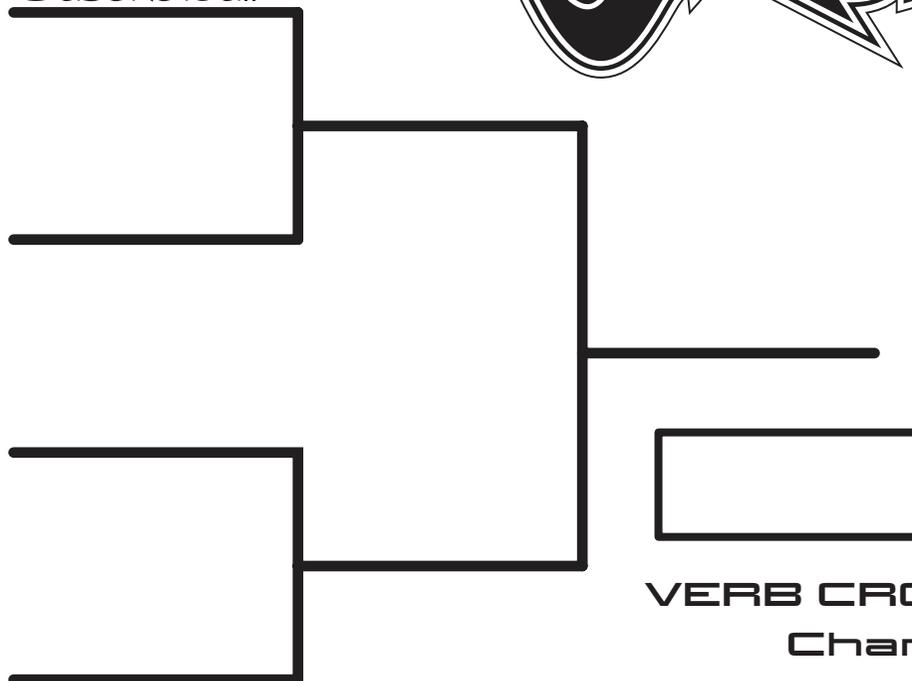
Defend your basket as though it's the end zone. Play football on the basketball court, which means running and passing with a football instead of dribbling. Once the offense gets near enough to a basket to shoot, any attempt is allowed. Defensive players jump up to block. If the opponent scores, head back the other way.

Basketball + Flying Disk = Basket Disk

Grab a disk and head to the court. Designate certain spots two-, three-, and four-point zones. Let the disk soar and hit the basket from any of these zones to earn the same number of points. Defensive blocks and stealing allowed.

EXAMPLE:

Baseketball



Basketball + Running = Basket Dash

What would basketball be without all that dribbling? Basket Dash! Run as fast as you can, but don't be a ball hog. Keep your teammates on the go with you — each side must pass at least six times before shooting. Keep your arms and legs on the move.

Basketball + Golf = Putt-Putt Hoops

Set up a putt-putt course around the basketball court. Make sure your last hole is in the free-throw zone. Once you get there, your club is no longer required. Take a shot for the basket with your lightweight putt-putt golf ball. Hole-in-one, anyone?

IT'S GAME TIME

Let students use these game ideas, their VERB Crossover Combiners, and their own imaginations to mix it up! Land on Go Wild and students can create something new to play. Encourage your class to follow the game rules as described, or make up rules of their own. Either way, remind students to always follow the rules of safety on the court. Don't forget to record students' favorite games on the VERB Bracket Poster, and keep up the enthusiasm by promoting the competition between Crossover games.



CROSSOVER
Champion

Basketball + Tag = Basket Tag

A game of tag on the court can be quite a challenge when every player on the court is dribbling a basketball. Practice this skill while the player who's "it" pursues while dribbling a ball of their own.

Basketball + Jump Rope = Jumping Hoops

This game can be played on the court, or on a safe street with a basket of your own invention, like a trash can or bucket. Play a standard game of "HORSE" with one addition: every letter you make you must jump rope 20 times before shooting the next letter: Miss a letter? Now you must jump rope 30 times while the other player shoots.

Basketball + Hopscotch = Hoopscotch

The court looks a little different when you tape hopscotch squares down on the paint. Pick a square, dribble down to it, and take a shot from where you stop. If you make it, you score that number of points. Then hop your way through the remaining squares to complete the play.

Basketball + Martial Arts = Kung Fu Ball

The aim of this game is to get silly! A basketball game with martial arts skills looks like this: every player who does *not* have the ball must bust a move. A kung fu kick, a punch, a karate chop — keep the defense on the defensive with your moves. Watch out, though. These moves are for fun, not contact.

Basketball + Hockey = Hockeyball

Hockey sticks and a lightweight ball add a new dimension to the game of basketball. Using a small rubber ball, dribble and pass with your hockey stick down the court. Once you're in shooting range, bench the stick and shoot the ball the old-fashioned way.

Basketball + Hopping = Hop Hoops

The pace of a regular basketball game slows down, but the challenge goes up when every player must hop instead of run. Hop on two feet, right foot, or left foot while dribbling the basketball. Your team just made a shot? Now everyone hop back down the court!

Basketball + Volleyball = Volley Hoop

Using a volleyball instead of a basketball, "bump and set" your way down the court. Tip off with a set from center court. No throwing or passing allowed in this version of basketball. A very high set or bump will make it through the hoop, so aim carefully and make sure you're in the zone.

Basketball + Soccer = Dribbleball

There's dribbling in this game, but it's done with your feet. Using a soccer ball, dribble and pass the ball to your teammates as you move up the court. When it's time to go for a basket, stop, grab, and shoot! Hands are only allowed for scoring. Once the ball drops through the hoop, get those feet back in action.

EXAMPLE:

Kung Fu Ball



TEAM SPIRIT! ANNOUNCEMENT SCRIPT & NEWSLETTER COPY

Capture students' attention and build enthusiasm for the VERB™ Crossover program in your school with these announcements students can read over the PA, or encourage students to create their own.

PA ANNOUNCEMENTS

THE TIP-OFF

Use this announcement at the start of the program.

Student A: Did you see my moves on the court?

Student B: Please. You think you're so smooth!

A: Well, I am!

B: Do you think you could play basketball just as well if you were hopping?

A: What?

B: I didn't think so. It's called VERB Crossover. Part basketball, part anything. When you add another sport or activity to basketball you get a whole new game.

A: Basketball and volleyball? Basketball and soccer?

B: Just to name a few. Your teacher has all the information. And not only do we get to play games – we could win \$1,000 for our school's P.E. program!

A: That's cool.

B: I thought you'd like that. So remember, VERB Crossover.

Both: Part Basketball. Part Anything. It's Your Shot.

HALFTIME

Have students read this announcement midway through the program.

Student A: Let's see your VERB Scoreboard. How many points do you have so far?

Student B: Check it out. (rustle paper)

A: Hmm...not bad!

B: Thanks. And our class has been recording our favorite games on the VERB Bracket poster.

A: Hey, so are we! It's a classroom competition, and I can't wait to see which VERB Crossover game ends up the favorite.

B: I know what my favorite is, and I'll be earning more points playing it today after school.

A: Don't forget to record your time on the Scoreboard and go to VERBnow.com to record the two games you combined with your own personal VIRT.

B: Yes, all you have to do is follow the directions online to create a VIRT character.

A: And use the Game Generator to help you decide what to play, because it's VERB Crossover.

Both: Part Basketball. Part Anything. It's Your Shot.

NEWSLETTER COPY/CLIPS

Use this newsletter item in your next school handout to keep parents posted on the VERB Crossover program.



When basketball is crossed with other sports or activities, the result is VERB™ Crossover. Our school is participating in this physical activity program from the U.S. Department of Health and Human Services' Centers for Disease Control and Prevention (CDC). The aim is to help kids have fun getting and staying active. We're joining 2 million students across the country who are shooting for a goal of 10 million hours of total activity.

Please support your child's participation in VERB Crossover by encouraging him or her to try a new VERB Crossover game, asking to see their VERB Scoreboard results (where each point represents an hour of activity) or going online with your child to invent a VIRT™ (virtual characters that live on kid energy), at VERBnow.com.

You'll also find more information about the VERB campaign, as well as tips and ideas to help your family get and stay active — together — at 60PLAY.com. 60:PLAY means getting your kids active for at least 60 minutes every day, anytime, anywhere. Whether it's 60 minutes altogether, two 30-minute activity sessions or even three 20-minute intervals, the goal is 60:PLAY each day.

Together, the parent and school team can help our students build the kind of fun, healthy physical activity habits that will last a lifetime.

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PART BASKETBALL. PART ANYTHING.
IT'S YOUR SHOT.

STUDENT
NEWSLETTER
CLIP

Who's a
Brainy
Javelin
Hopper?



You are, when
you choose your
own VERB™ VIRT!

VIRTS are the virtual characters who move when you move. Design your own character; choosing a name, image, and activity, or let VERBnow.com choose for you. Either way, VIRTS are a fun way to log your hours of play online.

GOT A VERB VIRT YET?

Visit: VERBnow.com
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VERB™ CROSSOVER SCOREBOARD

Get in the game. Record the game you played and your hours of activity on the VERB Crossover Scoreboard every day. Shoot for one hour per day, or go for a field goal, or even a three-pointer.



Free throw =
1 hour of
activity or
1 point

Field goal =
2 hours of
activity or
2 points

**Three-
pointer =**
3 hours of
activity or
3 points

WEEK 1:

M	GAMES:	HOURS:
T	GAMES:	HOURS:
W	GAMES:	HOURS:
TH	GAMES:	HOURS:
F	GAMES:	HOURS:
S/S	GAMES:	HOURS:

WEEK 2:

M	GAMES:	HOURS:
T	GAMES:	HOURS:
W	GAMES:	HOURS:
TH	GAMES:	HOURS:
F	GAMES:	HOURS:
S/S	GAMES:	HOURS:

TOTAL POINTS

Return your completed scoreboard to your teacher to help your school earn a chance to win a \$1,000 grant for the physical education program. Keep it moving - stay in touch with your ViRT™ at VERBnow.com

PART BASKETBALL. PART ANYTHING.
IT'S YOUR SHOT.

GRANT APPLICATION FORM

You've done the work. Now apply for the reward!

Kaleidoscope Education Support Group would like to assist your school's P.E. program with a \$1,000 grant opportunity. Just answer the eight short questions below, mail the form in the enclosed **postage-paid envelope**, and your school will be considered for one of 20 grants. Plus, by sending in your school's application, you could also help your School District win a \$5,000 grant.

Entry deadline: June 1, 2005

- 1) School (Contact Name, School Name & Mailing Address): _____

- 2) District: _____
- 3) Total Enrollment (4th – 8th grade students): _____
- 4) Number of students participating in the VERB™ Crossover program at your school: _____
- 5) Number of physical activity hours your physical education program provides a student in one week: _____
- 6) Total number of activity hours inspired by the VERB Crossover program: _____
- 7) The name and brief description of your students' favorite VERB Crossover activity: _____

- 8) How do you intend to use the grant money for your physical education program if your school wins? _____

Optional: Judges will consider additional written feedback, photos, student and/or parent letters and other details about your VERB Crossover program experience if you choose to submit them, but these materials are not required for entry.

Mail to:

Kaleidoscope Education Support Group
"Crossover Physical Education Grant"
710 Johnnie Dodds Blvd., Ste. 300
Mt. Pleasant, SC 29464-9956



OFFICIAL RULES

Program: Twenty individual school grants and one school district grant will be awarded to winners chosen from among eligible schools and school districts that enter the Crossover Physical Education Grant Program. **Sponsor:** The Crossover Physical Education Grant Program is sponsored by Kaleidoscope Marketing Group, LLC, d/b/a the Kaleidoscope Education Support Group, 710 Johnnie Dodds Blvd., Suite 300, Mt. Pleasant, SC 29464-9956. **Eligibility:** Only schools and school districts whose enrollment includes 4th-8th grade students who participate in the VERB™ Crossover Program are eligible to enter. VERB Crossover is a free physical activity program that helps kids explore basketball-related activities. Schools and school districts may contact the Sponsor or see www.cdc.gov/verb for more information about participating in the VERB Crossover Program. Because the Grant Program is being offered in conjunction with the VERB Crossover initiative, applicants must use the VERB Crossover Program's materials in order to apply for the Grant Program. Additional applications and materials are available by contacting the Sponsor. Only one entry will be accepted from each eligible school. More than one school within a school district may enter. In the event that more than one entry is received from the same school, Kaleidoscope Education Support Group reserves the sole and exclusive right to determine which entry will be considered. A school district will automatically be considered in determining the one school district grant winner if one or more schools within the district submits an entry. The school district does not need to submit a separate application. School districts participating in the VERB Crossover program will be faxed or mailed a Crossover Physical Education Grant Program notification and be able to opt out of consideration, if they so desire. If a school district does not notify the Sponsor of its decision to opt out of the school district grant opportunity, they will automatically be considered upon receipt of individual school grant entry forms. Schools or school districts associated with employees of U.S. Department of Health and Human Services' (DHHS) Centers for Disease Control and Prevention (CDC), their parent entities, subsidiaries, affiliates, advertising and promotion agencies and their family/household members are not eligible. All federal, state, and local laws apply. **Entry:** To enter Kaleidoscope Education Support Group's Crossover Physical Education Grant Program, each school must implement the VERB Crossover Program and submit results via this form or a legible reproduction. Questions 1 through 8 must be answered for the entry to be valid. Entries must be postmarked by 6/01/05 and received by 6/08/05 at: Crossover Physical Education Grant Program, c/o Kaleidoscope, 710 Johnnie Dodds Blvd., Ste 300, Mt. Pleasant, SC, 29464-9956. By entering the Crossover Physical Education Grant Program, entrants release and agree that they have no right to bring (and covenant not to bring) any claim, action, or proceeding of any kind or nature whatsoever against the Sponsor, the U.S. Department of Health and Human Services' Centers For Disease Control and Prevention (CDC), Frankel & Company, or any of their affiliated companies, subsidiaries, agents, employees, officers, directors, members or shareholders in connection with this Program. By entering the Crossover Physical Education Grant Program, entrants accept and agree to these rules and to the decisions of the judges, which shall be final. **Judging:** Judges will select the twenty winning schools and the one winning school district from all eligible entries received. **Individual School Grants:** Entries will be judged based on how the school intends to use the Grant (40%), creativity, originality and effort in implementing the program (40%), the percentage of enrolled 4th-8th graders participating in the VERB Crossover Program (10%), and the number of extra hours of activity reported per participating student in the VERB Crossover Program (10%). In the event of a tie, the judges will select the winning school based on a random drawing. **School District Grant:** Districts will be considered by the individual school grant applications received. Entries will be judged based on identical judging criteria as for the individual school grants. **Grants:** Twenty schools will be awarded a physical education grant and receive a \$1,000 check. One school district will be awarded a physical education grant and receive a \$5,000 check. The educational grant is intended for use in furthering the winning district's or school's physical education programs. The winning school district and individual schools will be notified by mail on or about 7/31/05. Prizes are non-transferable. Federal, state and local taxes are the sole responsibility of the winning district or schools. Sponsor reserves the right to substitute prizes of equal or greater value. Prizes will be awarded in the names of the district and schools. Each winning district or school will be required to sign a Winner's Agreement and Release form. The Winner's Agreement and Release form will be received by the winning district and schools by mail on or about 7/31/05 and must be completed as indicated on the form and returned in the postage paid envelope provided, postmarked by 9/9/05 and received by 9/15/05, or via fax to 843-853-1444. In the event that a winning district or school declines the educational grant and/or elects not to complete the Winner's Agreement and Release form or does not return the completed Winner's Agreement and Release form within the prescribed period, Kaleidoscope Education Support Group will select another winner from the remaining eligible entries based upon the Judging criteria. Kaleidoscope Education Support Group and CDC are not liable for Winner's Agreement and Release Forms and physical education grants that are stolen, lost, or mutilated in transit to or from the Kaleidoscope Education Support Group. By submitting an entry, each winning school, and one school of the winning school district's choice, agrees to allow media on campus for publicity purposes. Additionally, the district and school's name and/or photo of winning class, group or school may be used by the Kaleidoscope Education Support Group and the U.S. Department of Health and Human Services' Centers for Disease Control and Prevention (CDC) for advertising and/or related marketing purposes without compensation unless prohibited. The winning district or schools will be responsible for obtaining individual student releases, if necessary, and will indemnify and hold harmless the Sponsor, CDC, and their affiliates, employees, agents, officers, directors, members and shareholders from any claims resulting from the failure to obtain such releases. All entries and materials (including photographs, negatives, etc.), will be owned by/property of the Kaleidoscope Education Support Group and will not be returned.